TATERU, Inc.
FY2018 1Q
FINANCIAL RESULTS

FY2018 1Q Financial Results Briefing Materials

May 2018 TATERU, Inc. (TSE1:1435)

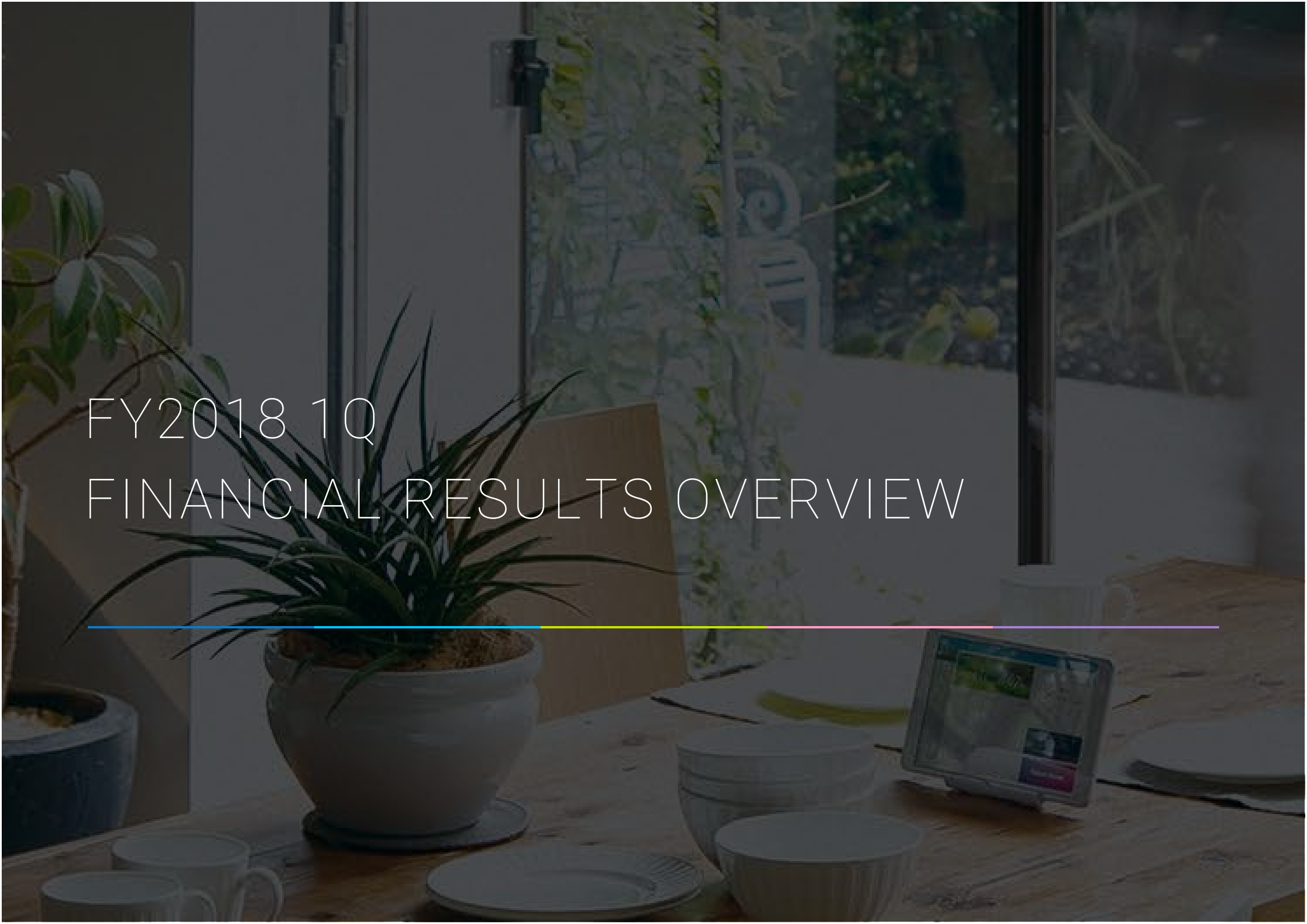
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TATERU

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FY2018 1Q
FINANCIAL RESULTS OVERVIEW

Name	TATERU, Inc.
Head office	21F, 1-5-8, Jingumae, Shibuya-ku, Tokyo
Established	January 23, 2006
Representative	Daisaku Furuki, Representative Director/CEO
Capital	628 million yen
Employees	432 persons (consolidated basis / full-time employees / as of March 31, 2018)
Businesses	Development and operation of IoT apartment management app “TATERU Apartment” Planning and operation of real estate investment-type crowdfunding “TATERU Funding”
Subsidiaries	Robot Home Co., Ltd. (IoT business) TATERU bnb, Inc. (Minpaku business) TATERU Funding Co., Ltd. (Crowdfunding business) Invest Online, Inc. (Apartment platform business)
Associates	TRASTA inc.

- Achieved net sales of 132.2% YoY and operating income of 106.3% YoY
- Achieved a total increase in membership of 8,534persons and 254contracts, and 132.3% YoY in 1Q of the 13th fiscal period

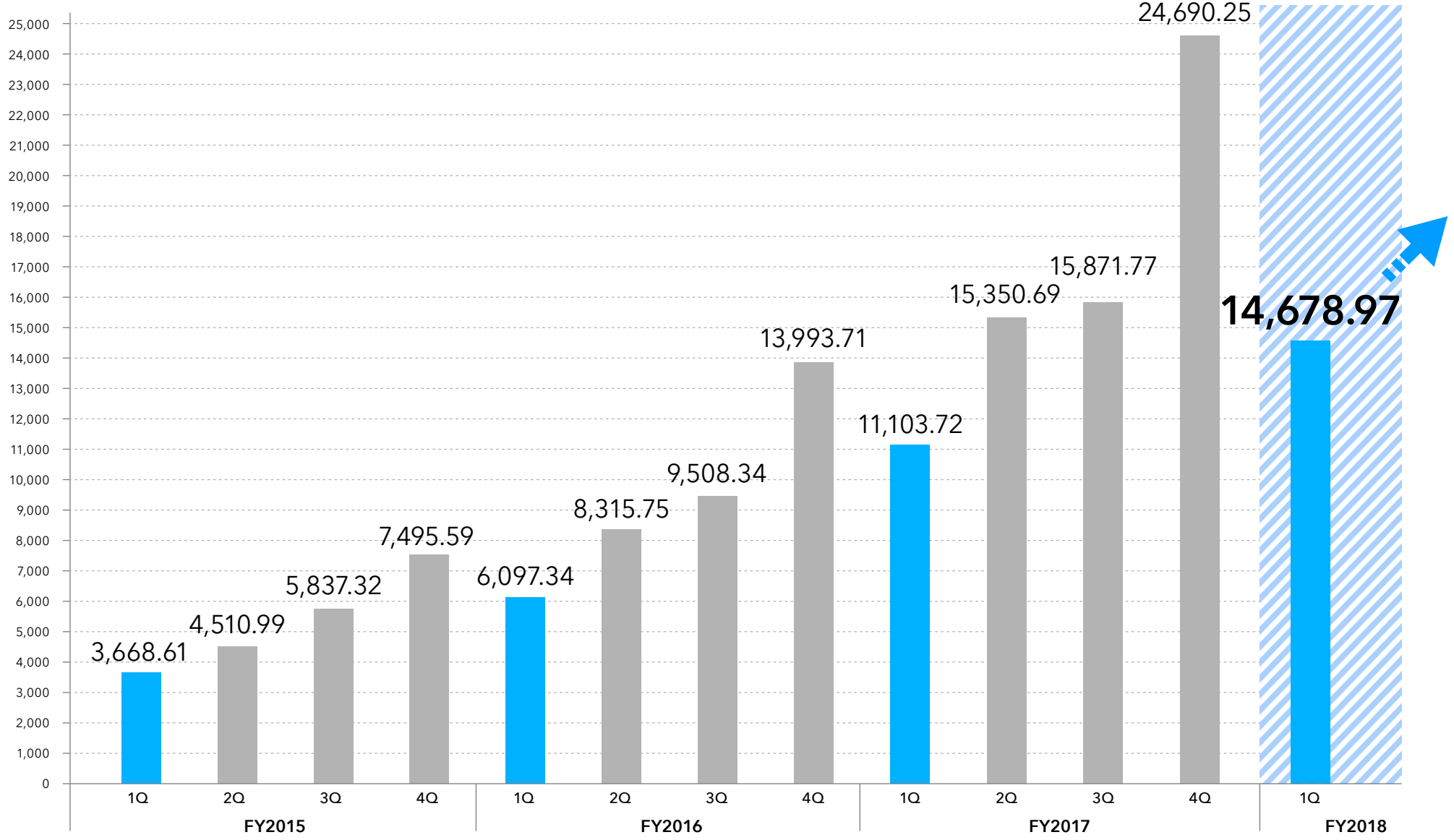
Achieved net sales of 132.2% YoY, operating income of 106.3% YoY and profit attributable to owners of parent of 123.6% YoY

(Unit: million yen)

	FY2017 1Q		FY2018 1Q		
	Amount	% of sales	Amount	% of sales	YoY
Net sales	11,103	100.0%	14,678	100.0%	**132.2%**
Gross profit	1,877	16.9%	2,766	18.8%	147.4%
Selling, general and administrative expenses	1,243	11.2%	2,093	14.3%	168.4%
Operating income	634	5.7%	673	4.6%	**106.3%**
Ordinary income	556	5.0%	643	4.4%	115.6%
Profit attributable to owners of parent	350	3.2%	433	3.0%	**123.6%**

Record high in net sales on a quarterly basis

(Unit: million yen)



*As the Company shifted to consolidated accounting from 2Q FY2016, results for 1Q FY2016 and before are not consolidated.

Segment information

TATERU Funding business, TATERU bnb business, and Robot Home businesses have also achieved profitability

(Unit: million yen)

	TATERU Apartment	TATERU Funding	TATERU bnb	Robot Home	Others	Total	Consolidated PL
Net sales	14,106	154	114	165	147	14,688	14,678
Operating income	1,091	92	39	45	-8	1,260	673

Achieved higher revenue and profits while controlling the increase in inventories

(Unit: million yen)

	December 31, 2017	End 1Q FY2018	YoY change
Current assets	15,511	13,818	-1,693
Inventories	3,332	4,696	+1,364
Non-current assets	6,352	6,793	+440
Total assets	21,864	20,611	-1,252
Liabilities	12,197	10,895	-1,301
Net assets	9,667	9,716	+48
Total liabilities and net assets	21,864	20,611	-1,252

Increase due to an increase in order backlog

Decrease in income taxes payable of 1,135 million yen due to tax payment

- Profit attributable to owners of parent 433 million yen
- Dividends (395) million yen

Both net sales and income have exceeded the initial plan for FY2018 1Q, and even when considering a budget with an emphasis on 4Q, performance is strong

(Unit: million yen)

	12th Fiscal Period, FY2017 (Result)	13th Fiscal Period, FY2018 (Forecast)					
		Result		Budget			
		1Q	Progress	2Q (Cumulative)	Full-year	% of sales	YoY
Net sales	67,016	14,678	19.2%	27,639	76,611	100%	114.3%
Operating income	5,898	673	9.5%	1,926	7,113	9.3%	120.6%
Ordinary income	5,863	643	9.1%	1,913	7,099	9.3%	121.1%
Profit attributable to owners of parent	3,995	433	9.0%	1,280	4,815	6.3%	120.5%

Forecast record income, with an increase of about 20%

Notice regarding issuance of new shares through international offering

Total number of shares before the issurance of new shares 79,059,000 shares

Number of shares to be increased by the issuance of new shares 7,100,000 shares

Total number of shares after the issuance of new shares 86,159,000 shares

Use of Proceeds:

The Company intends to use proceeds of 13,236 million yen from this issuance of new shares as follows.

1. Funds to expand existing and new businesses
2. Funds for equity and other investments to achieve further growth and expand market share as a real estate tech company
3. Funds to repay loans payable

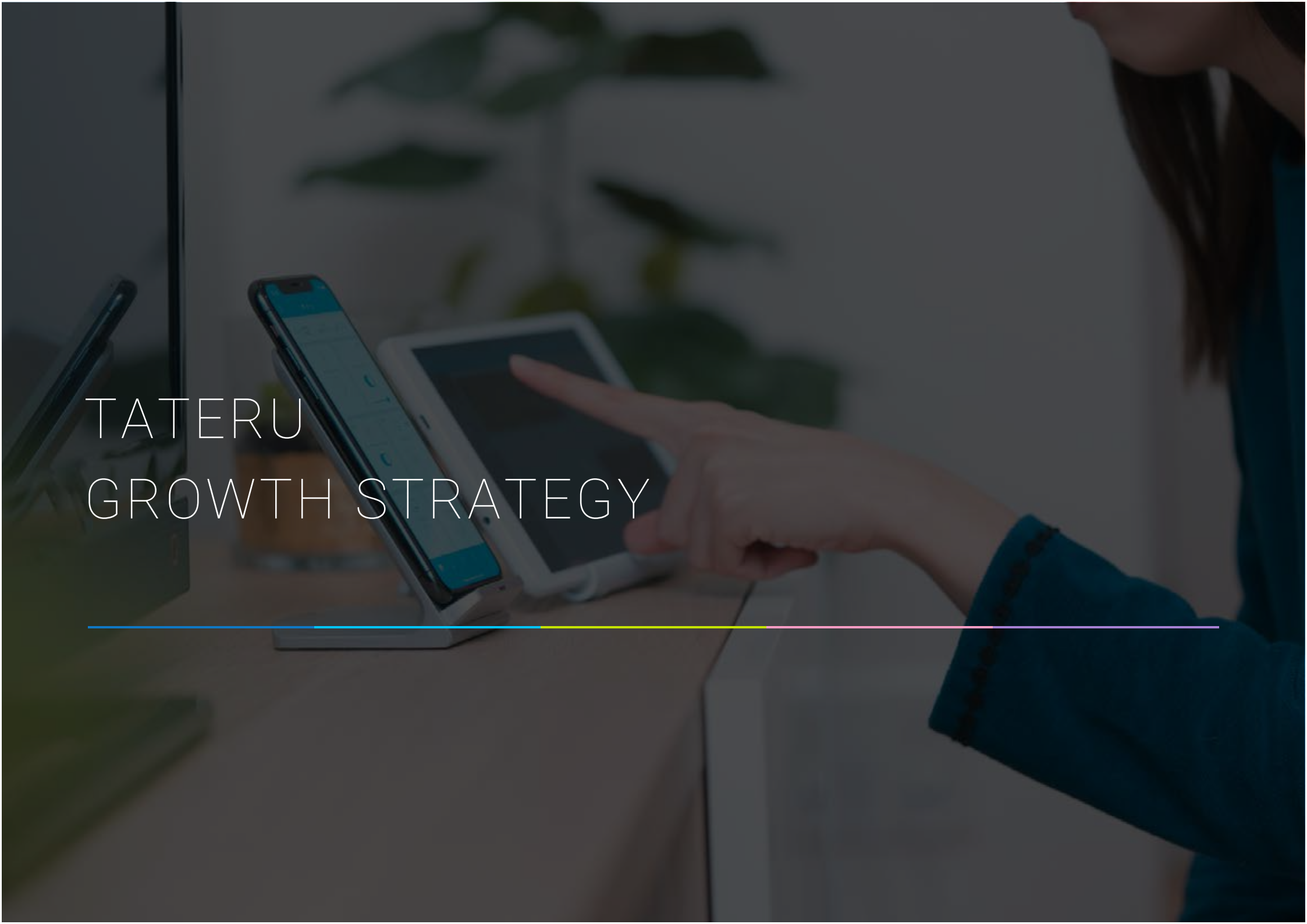
Issuance of subscription rights to shares on the conditions of business performance achievement in FY2017 2Q

Issued 0.97% out of the current total number of outstanding shares

Period	(Consolidated) Operating income	Exercisable ratio of paid stock options
FY2018 or FY2019	In excess of 7.0 billion yen	33% of allocation is exercisable
FY2019 or FY2020	In excess of 10.0 billion yen	66% of allocation is exercisable
FY2020 or FY2021	In excess of 12.5 billion yen	100% of allocation is exercisable

Reference data: Recent trends in operating income

FY2015 −1.89 billion yen　FY2016 −3.80 billion yen　FY2017 −5.89 billion yen



TATERU
GROWTH STRATEGY

The Company's trade name changed from "investors cloud co., ltd." to "TATERU, Inc."

INVESTORS CLOUD

↓

TATERU

Aiming at further enhancing our customer awareness and branding, as well as developing our businesses more effectively

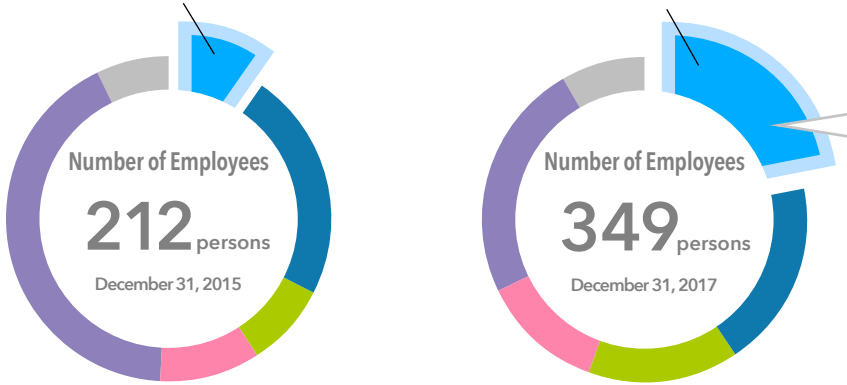
Doubled the proportion of IT engineers, aiming for further growth as a Real Estate Tech company

Proportion of IT engineers

Approx. 2 times

Doubled the proportion of IT engineers in order to further enhance the real estate platform development as a Real Estate Tech company after going public in 2015.

IT engineers (21 persons) 9.9% → **IT engineers (68 persons) 22.1%**

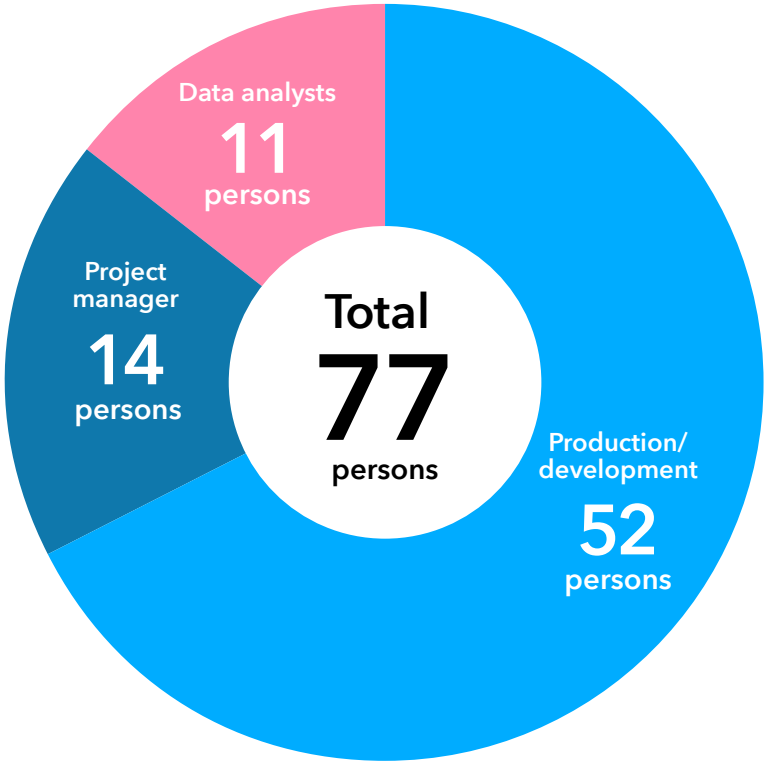


- IT engineers (21persons) 9.9%
- Concierges (48persons) 22.6%
- Buyers (18persons) 8.5%
- Construction (21persons) 9.9%
- PM (89persons) 42.0%
- Others -management- (15persons) 7.1%

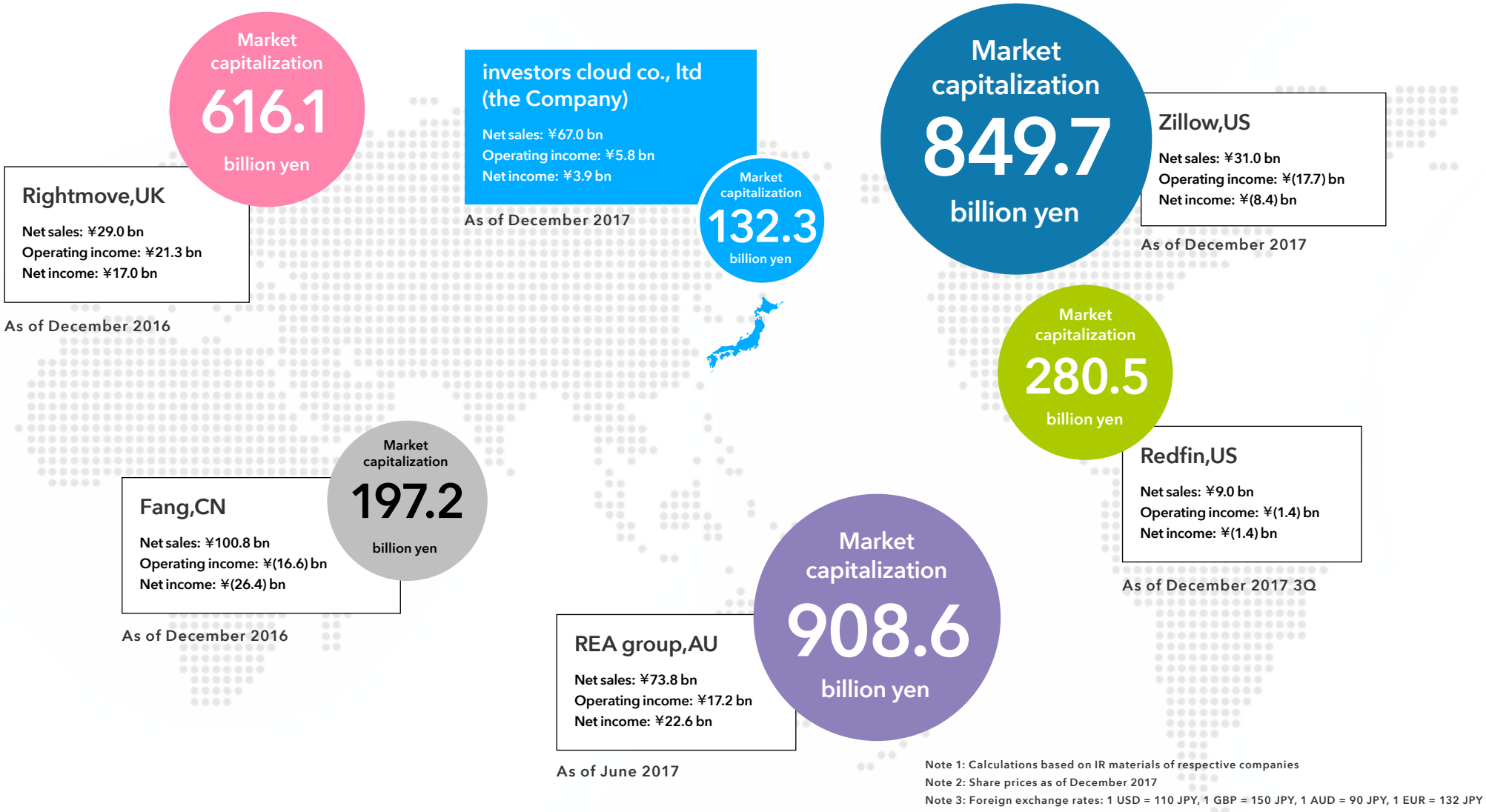
- IT engineers (77persons) 22.1%
- Concierges (65persons) 18.6%
- Buyers (52persons) 14.9%
- Construction (43persons) 12.3%
- PM (83persons) 23.8%
- Others -management- (29persons) 8.3%

*Excluding the number of employees in subsidiary of Invest Online, Inc.

IT Business Administration Department composition by category



Real Estate Tech Market Size



Note 1: Calculations based on IR materials of respective companies
Note 2: Share prices as of December 2017
Note 3: Foreign exchange rates: 1 USD = 110 JPY, 1 GBP = 150 JPY, 1 AUD = 90 JPY, 1 EUR = 132 JPY

Real Estate Tech business

TATERU

Apartment platform business

TATERU Apartment

Crowdfunding business

TATERU Funding

Minpaku business

TATERU bnb

Real estate portal site

TATERU Buy-Sell

IoT business

Robot Home

Apartment kit

IoT device development /

App development for owners /

Tool development for management companies /

Big data business

Apartment platform business

TATERU Apartment

Introducing IoT apartment management with the “TATERU Apartment" app

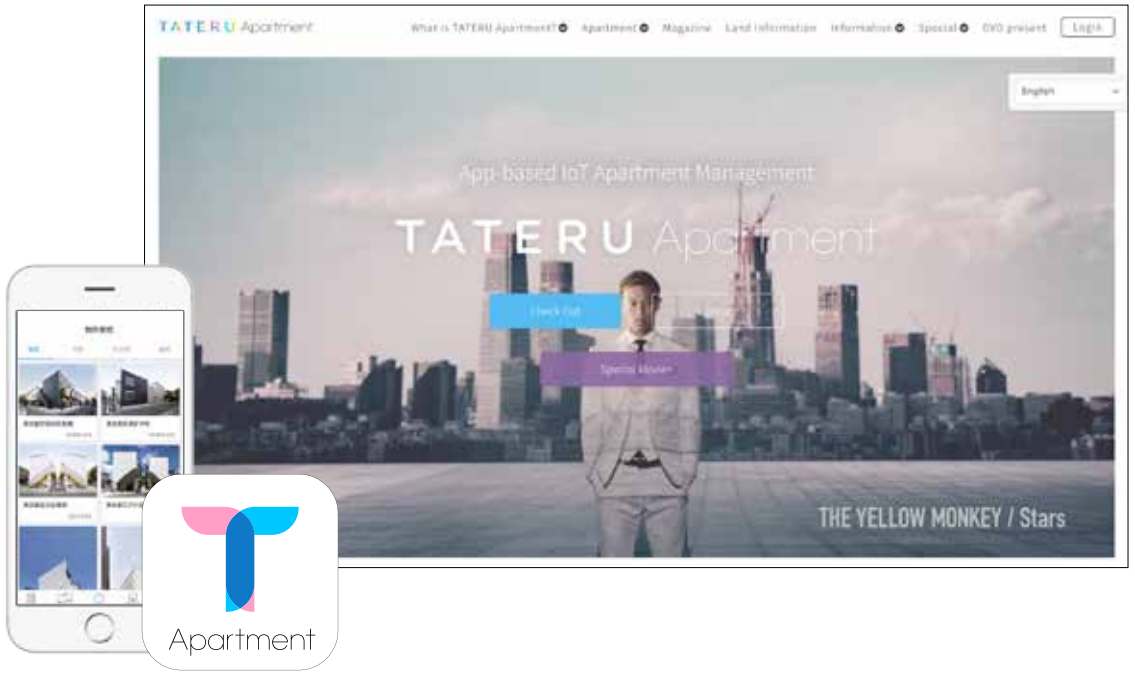
Membership ..... 150,893 persons

Owners ..... 1,824 persons

Managed properties ..... 19,693 units

Occupancy rate 98.4%

as of March 31, 2018



TATERU Apartment business: 5 strengths

1. Inventory reduction through land matching
2. One-stop IoT apartment management via app
3. Acquisition and nurturing of new members via marketing automation system
4. IoT apartment through in-house development
5. High profitability model through land information matching

1. Inventory reduction through land matching

Assuming estimated sales in FY2017 of 67.0 billion yen, inventory can be reduced from 39.1 billion yen to 4.6 billion yen

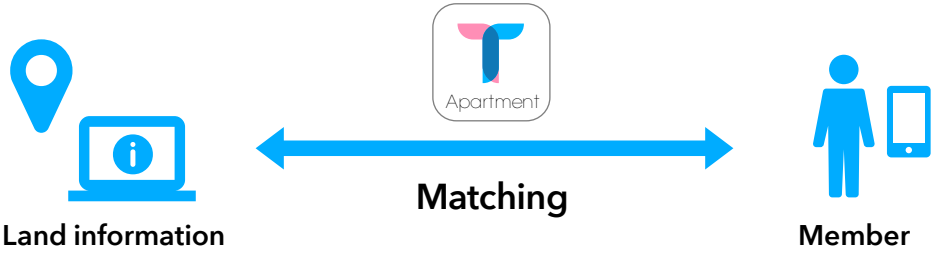
(Assuming turnover of 7months)

= Achievement of debt-free management by land matching scheme

Former two-stage distribution model



TATERU Apartment one-stage distribution model



- **Merits for members**

  Significantly lower costs, including intermediary margin and double taxation

- **Merits for real estate companies**

  Charging brokerage commissions

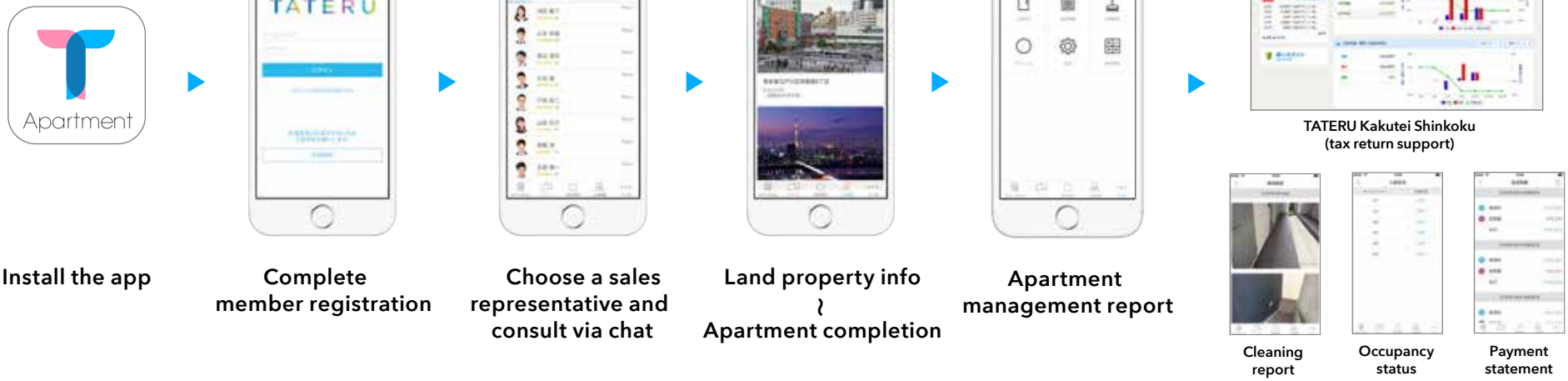
- **Merits for TATERU**

  Low financial risk as the Company does not hold land inventory

2. One-stop IoT apartment management via app

TATERU Apartment × PKSHA TECHNOLOGY

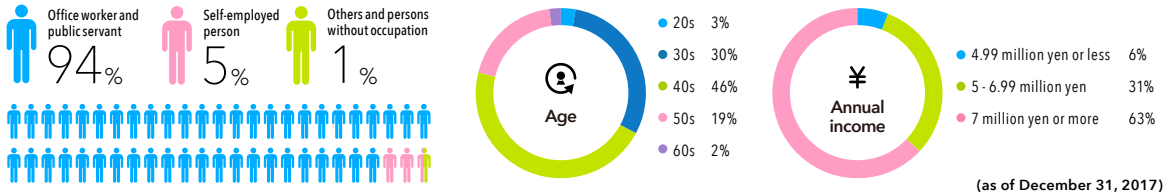
TATERU Apartment × Money Forward



Features of TATERU apartment management

- Original business model of "initiating apartment management from land matching"
- "Office workers in their 30s to 50s with annual income over 7 million yen" have started TATERU as a means of wealth accumulation

Positioning map of TATERU Apartment owners

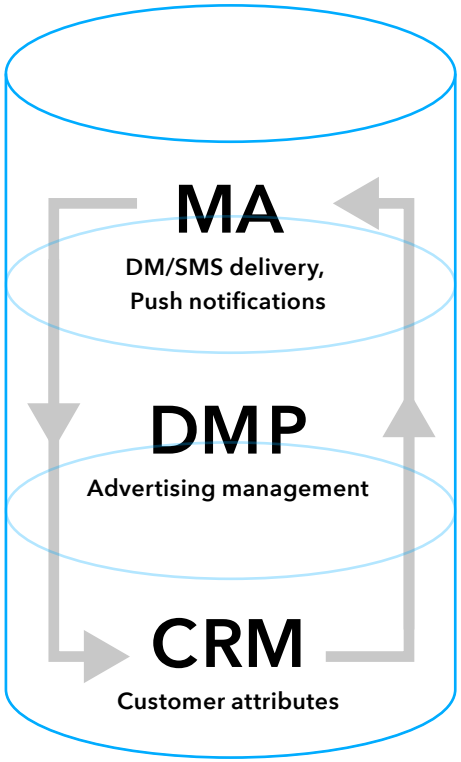


(as of December 31, 2017)

3. Acquisition and nurturing of new members via marketing automation system

Advertising by dedicated in-house digital marketers

MA System



Marketing automation system precisely identifies prospective customers out of potential customers

HOT LEADS

Apartment platform business
TATERU Apartment

Guiding to various content

Crowdfunding business
TATERU Funding

Real estate portal site
TATERU Buy-Sell

Minpaku business
TATERU bnb

Increase of members

Approx. **2,000** /month

CPA (Cost per acquisition)

Approx. **20** thousand yen/acquisition

CPO (Cost per order)

Approx. **500** thousand yen/order

*Excluding the number of employees in subsidiary of Invest Online, Inc.

4. IoT apartment through in-house development

IoT for rental properties are provided in TATERU Apartment,
now allowing single households with IoT environment

Plan to provide 10,000 units by December 2018.

[Overview of TATERU Apartment standard devices]



Amazon Echo

Voice control of home appliances by connection with smart speakers



CENTRAL CONTROLLER

Tablet type gateways that can be equipped with various functions



TAG SECURITY

Detects window open, close, vibration and informs you via app even when away from home



SMART LOCK (*1)

Offers four ways (*2) to unlock doors in a simple and convenient manner



NATURE SENSOR REMOTE CONTROLLER

Remote controller that acquires the status of the home environment and can control devices remotely



SMART LIGHT

Turn on/off lights and adjust colors/tone of lighting

(*1) The above SMART LOCK image is a prototype under development and its design differs from currently installed devices.

(*2) Smartphones / Keypads / NFC such as card keys / physical keys

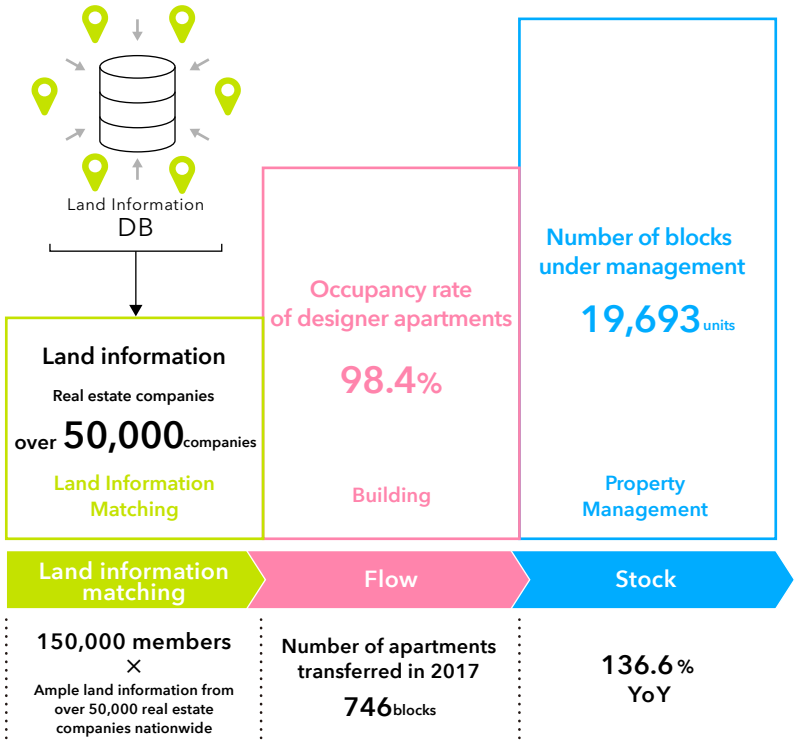




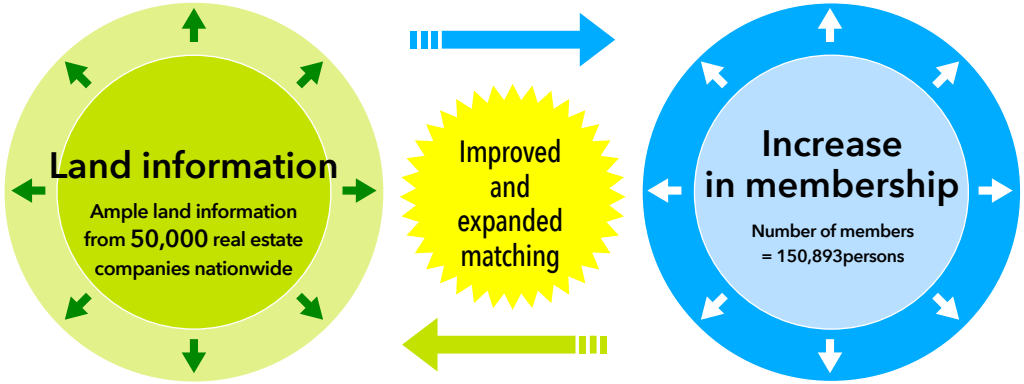
For details, refer to page 26

5. High profitability model through land information matching

Unique apartment platform sequence



Accelerated growth model combining land information and membership

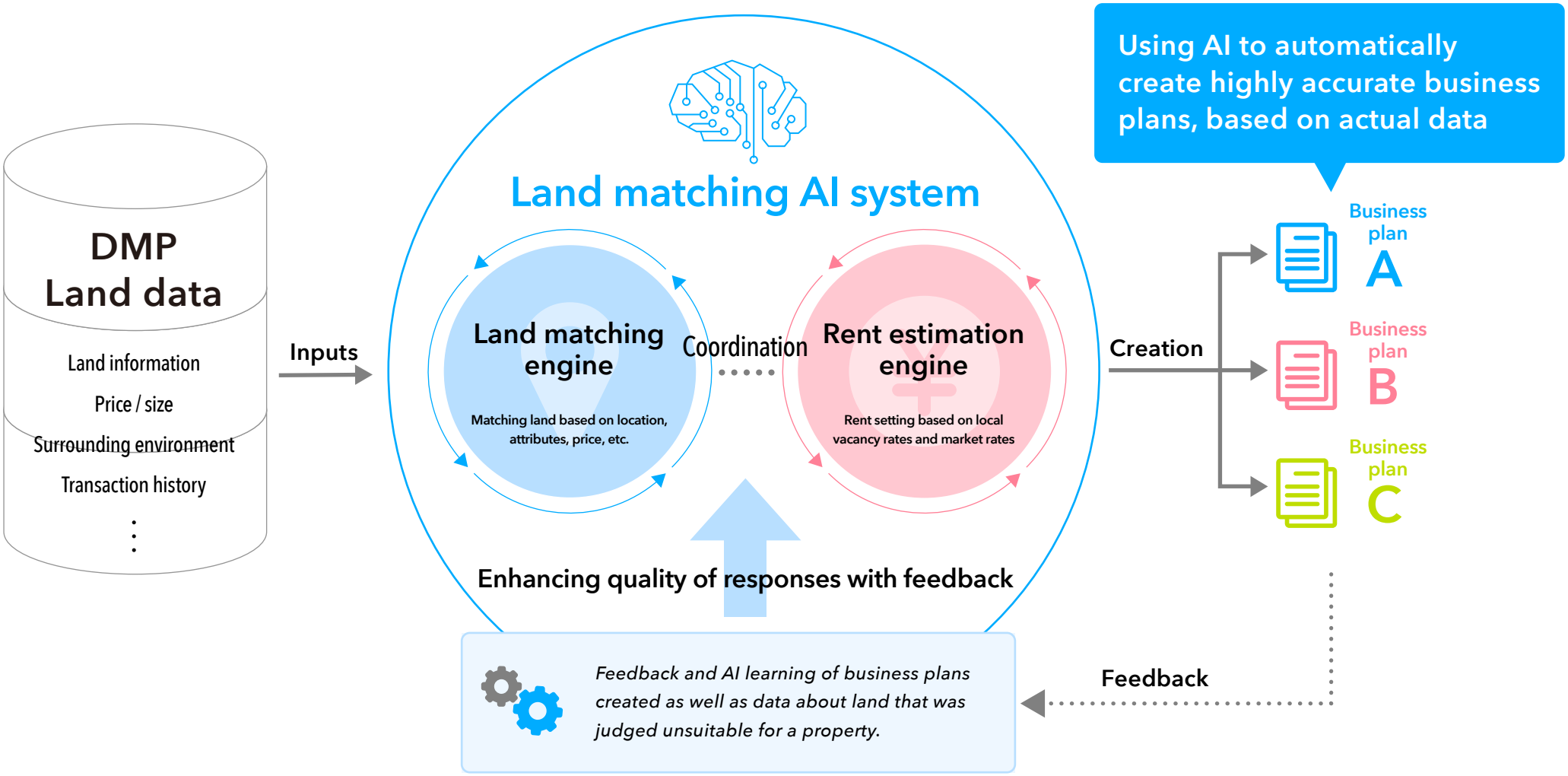


Two-revenue structure from matching of land and members

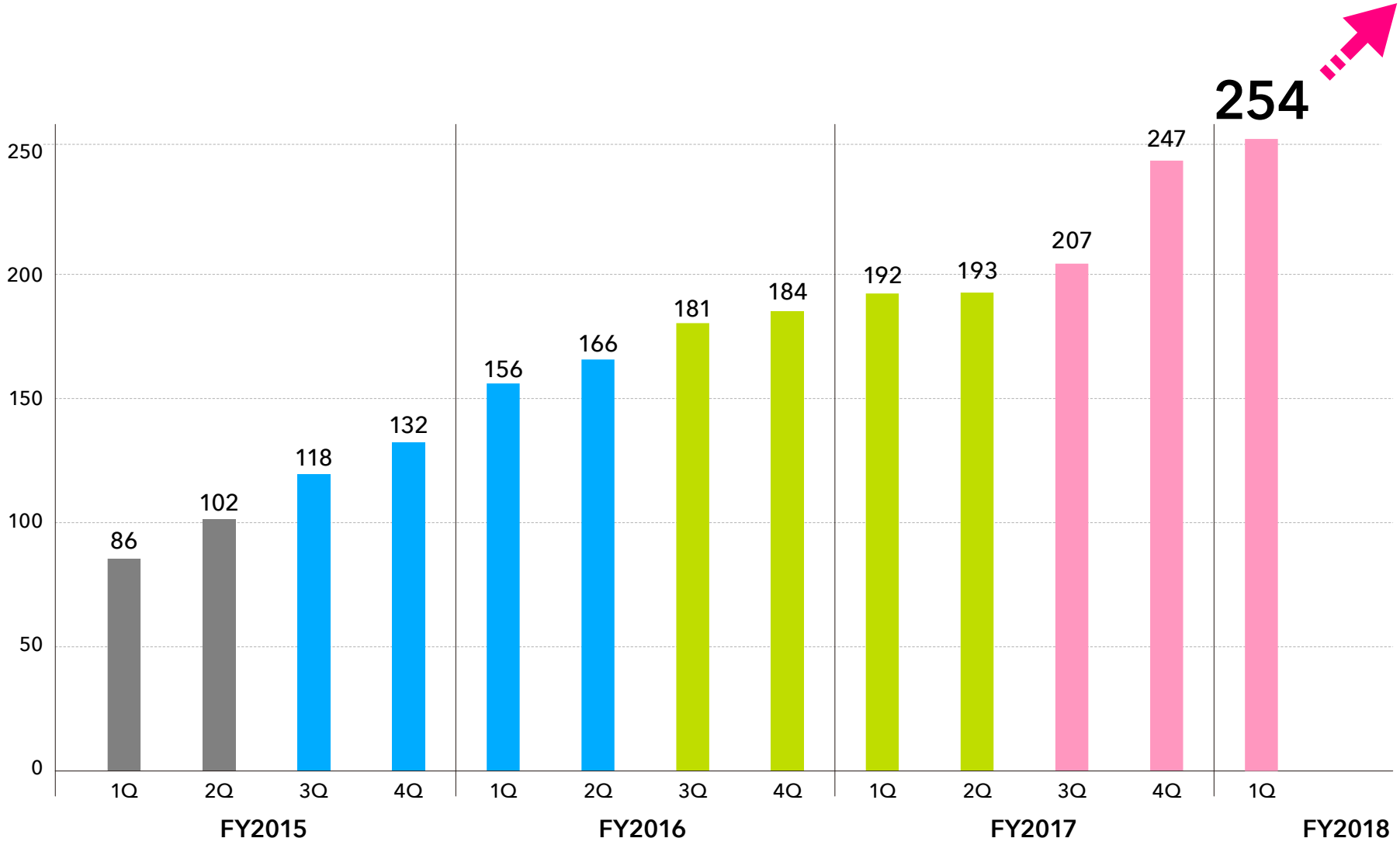


Began development of “land matching AI system”

Moving to automated planning for apartment management businesses



Record high in contracts on a quarterly basis



Robot Home

Sales and OEM provision of "Apartment kit" which enables anyone to provide IoT rental housing

Planning to provide 10,000 units by December 2018.

kit



Amazon Echo



CENTRAL CONTROLLER



TAG SECURITY



SMART LOCK



NATURE SENSOR
REMOTE CONTROLLER



SMART LIGHT

*Devices standardly provided are subject to change depending on development status.
*The above SMART LOCK image is a prototype under development and its design differs from currently installed devices.

Orders received to introduce in
5,000 *rooms*

OEM provision

TATERU

Evolve into IoT apartment

Apartment

Order unit price per unit

175,000 yen (ex.tax)

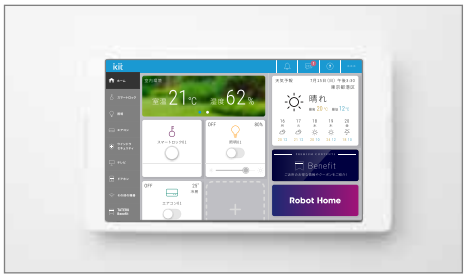
Apartment kit

3 features: 1. Ease of use 2. High security 3. High convenience



Amazon Echo

Voice control of home appliances
by connection with smart speakers



CENTRAL CONTROLLER

Tablet type gateways that can be
equipped with various functions



TAG SECURITY

Detects window open, close, vibration and
informs you via app even when away from home



SMART LOCK (*1)

Offers four ways (*2) to unlock doors
in a simple and convenient manner

(*1) The above SMART LOCK image is a prototype under development and its design differs from currently installed devices.

(*2) Smartphones / Keypads / NFC such as card keys / physical keys



NATURE SENSOR REMOTE CONTROLLER

Remote controller that acquires the status of the home
environment and can control devices remotely



SMART LIGHT

Turn on/off lights and adjust
colors/tone of lighting



DOOR PHONE

Intercom that can respond via
the cloud even when away from home

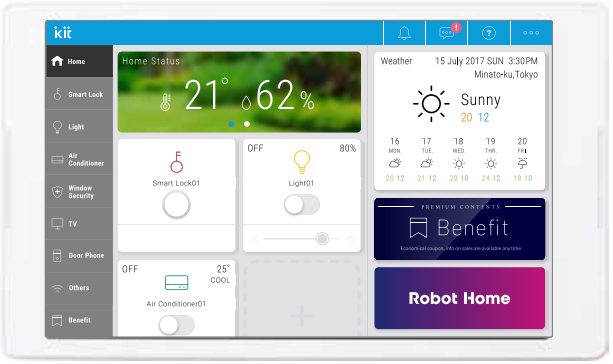
1. Ease of use

Each IoT device is connected in advance,
allowing use from the first day of occupancy



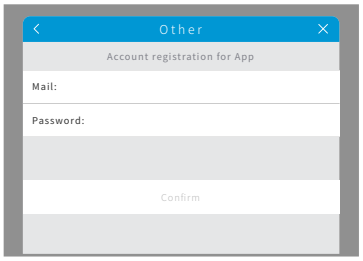
*Showroom

<Tablet standardly provided in TATERU Apartment>



Available from the first day of occupancy!

<Setup via App>



Tablet setup screen



App setup screen

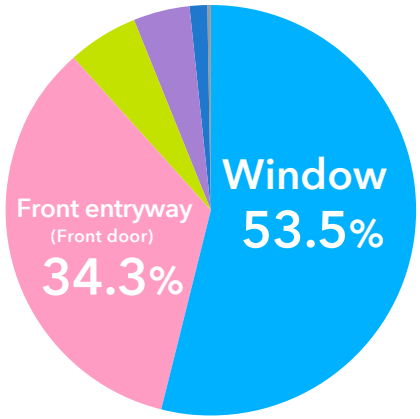
Only an email address and password are required!

2. High security

Number of burglaries committed in 2016

Approx. **40,000** cases (Approx. **107** cases per day)

Entry point for burglaries

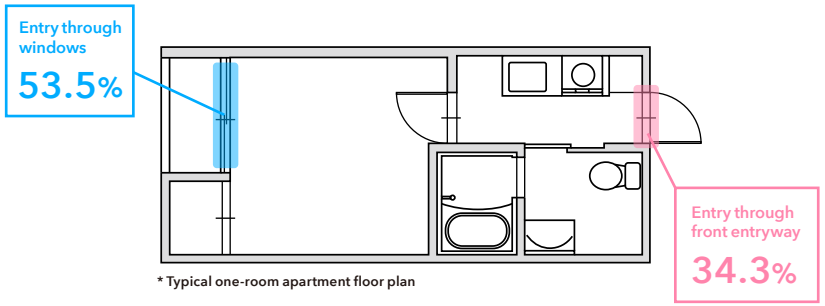


Shared housing (three floors or less)
9,130 crimes committed in total (2016)

Windows and **front doors** account for Approx.

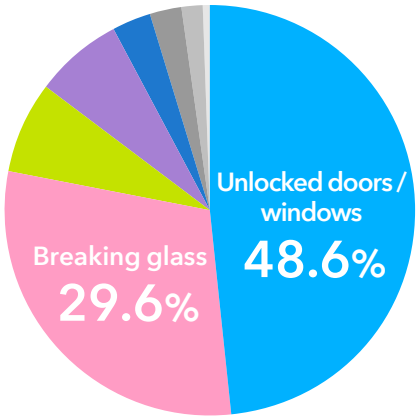
90% of burglary entry points

53.5%	Window
34.3%	Front entryway (front door)
5.4%	Unknown
4.3%	Other entryway
1.5%	Other
0.1%	Emergency exit



* Typical one-room apartment floor plan

Means for entry into shared housing



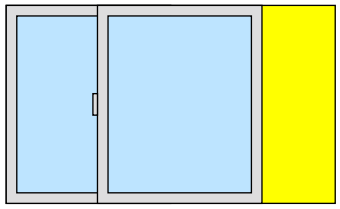
Shared housing (three floors or less)
9,130 crimes committed in total (2016)

The means for entry into shared housing are …

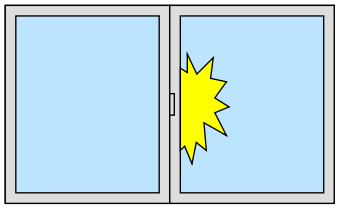
Unlocked doors / windows 48.6%

Breaking glass 29.6%

48.6%	Unlocked doors/ windows	3.1%	Other
29.6%	Breaking glass	2.6%	Other unlocking
7.2%	Duplicate keys	1.7%	Door lock-picking
6.9%	Unknown	0.3%	Door removal



Unlocked doors/windows
(Entry through doors/windows)
48.6%



Breaking glass
(Entry through windows)
29.6%

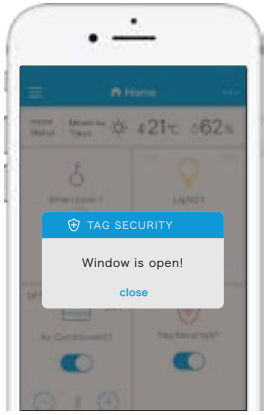
Source: "Smile (Home) Crime Prevention #110," National Police Agency (http://www.npa.go.jp/safetylife/seianki26/theme_a/a_d_1.html)

2. TATERU kit SECURITY

Sensors detect entry → Alerts residents → Police are notified as necessary

Crime prevention on windows (TAG SECURITY)





Screen informing detection of window open, close, or vibration

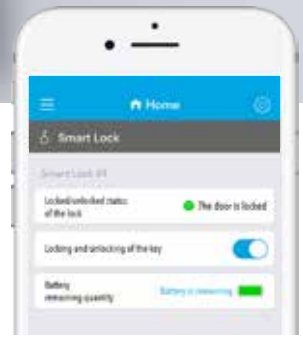


Camera launch screen (under development)

- When windows are opened
  * Magnet sensors detect opening and alerts residents via tag security
- Breaking glass
  * Detect through vibration sensors
- Unlocked doors/windows
  * Alert residents through lock check functions (under development)

Crime prevention on front doors (SMART LOCK)





Displays open/close status (under development)

- Unlawful unlocking
  * Discourage intruders via alarm sounds
- Unlocked doors/windows
  * An auto-lock function is available

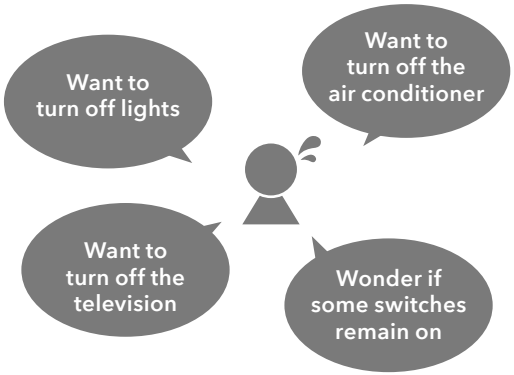
*The above SMART LOCK image is a prototype under development and its design differs from currently installed devices.

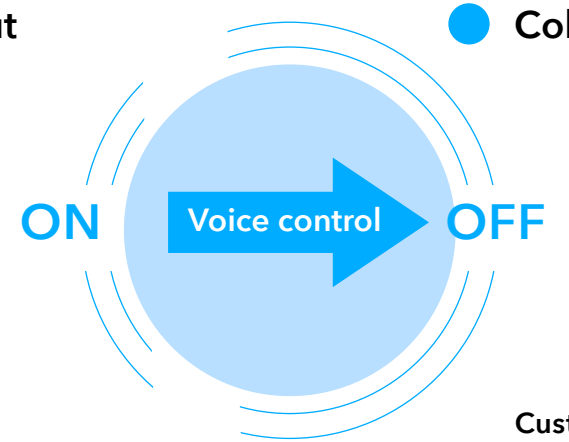
3. High convenience

Compatibility with smart speakers allows for connecting to various home appliances such as lighting, air conditioners, and televisions, to enable customized settings via voice control.

Voice control frees residents from worries of un-switched-off devices while away from home

For example, when going out





Collectively control switches via voice



Customize home appliances via voice control



NATURE SENSOR REMOTE CONTROLLER

Residents can check the status of indoor temperature and humidity, as well as control air conditioners, televisions, and others with one tap of the central controller. In addition, control of infrared communication devices such as air conditioners is available even when away from home.



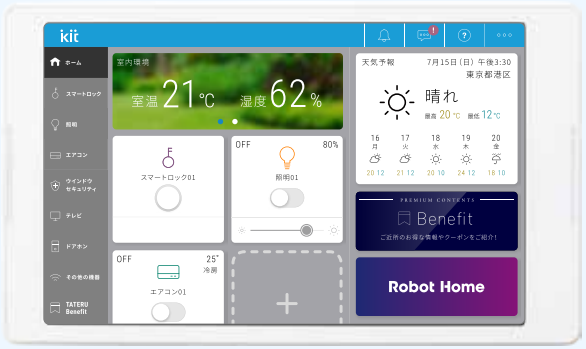
SMART LIGHT

Residents can set the tone of lighting to their taste. Lights can be turned off remotely while away from home in case they were not switched off.

Overview of app functions

Concierge for all rental properties

A tablet type gateway that can be equipped with various functions. Connections to various IoT devices and home appliances allow residents to obtain a unique gateway which suits their own lifestyle. Plus, chat service supports the daily lives of residents by providing water leakage solution and point of contact in the event of moving out.



Tablet type gateway (central controller)



Smartphone app

TAG SECURITY

Detects window open, close, vibration and informs you via app even when away from home

TAG SECURITY installed on window detects its open, close, and vibration, and you can check the abnormality in the house via smartphone when away from home.



SMART LOCK

4 easy ways to unlock the door

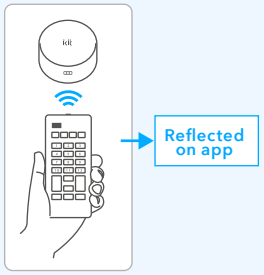
Doors can be unlocked by the app, keypad, traffic system IC card, and physical keys, and doors are locked automatically when closed. (*Also possible with certain NFC-equipped smartphones.)



NATURE SENSOR REMOTE CONTROLLER

Remote controller that acquires the status of the home environment and controls devices remotely

Indoor humidity and temperature can be read and displayed on tablets and smartphones. Control of infrared communication devices such as air conditioning are available even when away from home.



SMART LIGHT

Turn on/off lights and adjust colors/tone of lighting

Residents can easily set the tone of lighting with a smartphone. Lights can be turned off remotely in case they were not switched off while away from home.



Utilizing SMART DOOR PHONE / Correspond to all the home delivery services

TATERU kit HOME ENTRANCE

By utilizing SMART DOOR PHONE, various home delivery system is available even when away from home. Network camera installed in the room enables you to monitor the service in real time and tell your detailed request by voice call.

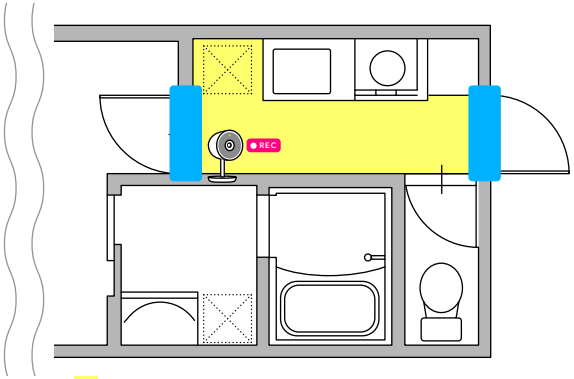
(Under development)

Correspond to all the home delivery services

Physically limiting the area to break into



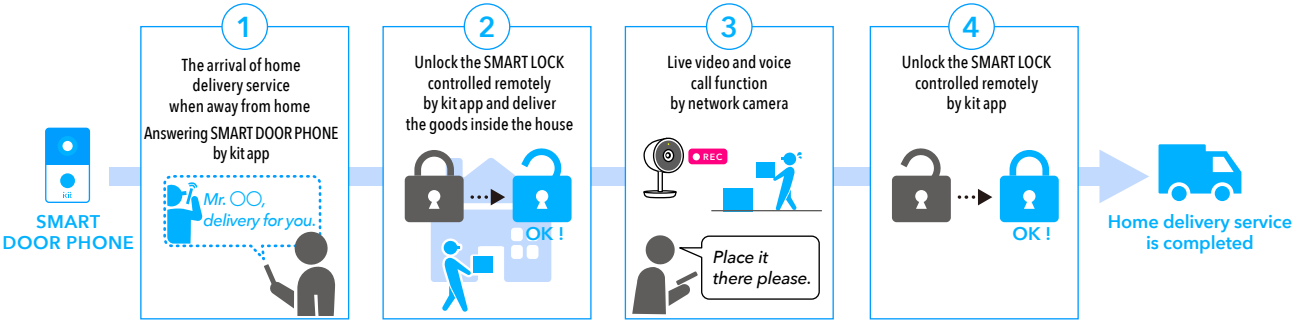
Layout of room entrance, which physically limits the area to break into



・・・HOME ENTRANCE area

・・・Doors that can be locked

The flow of home delivery service utilizing TATERU kit HOME ENTRANCE





Arrival of home delivery service when away from home



Answer the interphone by kit app



Capable of specifying the location to place the goods by voice call

A more comfortable daily life: kit's support services for residents

Benefit

Emergency — Peace of mind in emergencies Supports daily lives

Life service sharing economy 生活110番

Seikatsu #110

Websites containing useful information and contractor search/comparison that help to solve daily troubles

Compare contractors
Capable of searching and comparing services concerning fixing, cleaning, and crime prevention

Original services
Providing original services with unaddressed needs

Daily life information
Updates on useful tips for every day life

Housekeeping — Supports daily lives with housework and house cleaning services

Bears
5,200 staff nationwide with a customer satisfaction rate of 96.5%. The first recipient of the "Housework Services Certification" in Japan.

Housework/Housekeeping Supports domestic work	**House cleaning** Specialized cleaning by professionals n areas such as the kitchen
Cooking Custom cooking is available	**Kids/Babysitters** Caretaking, school pickup and drop off of children and simple errands
Senior support Supports comfortable lives for residents 60 years old and above	**Gifts** Housework services can be presented to others as gifts

Car Rental — Support outings with hassle-free unmanned car rental check-in

ORIX CarShare
Rental offices have expanded to 1,500 nationwide. Car sharing service with a wide range of cars to choose from.

Fee	
	Basic monthly fee 980 yen
	15 minutes 200 yen and up
	6 hour package 3,500 yen and up / 12 hour package 4,500 yen and up / 24 hour package 6,000 yen and up / Night package 2,500 yen and up
	IC card issuance fee (per card) 1,000 yen

* Fee plans change depending on car

Medical — Medical support Directly consult with doctors at any time

first call
Directly consult with doctors anytime for an unlimited number of times for 540 yen/month (incl.tax) (Free for the first month)

Consult via chat | Consult via video message



Consult with doctors about medical problems at any time



Clinical department-based consultation is available, including internal medicine and ophthalmology

Fashion — Support styling with a men's fashion rental service

Leeap
No cleaning required when returning clothes
Fashion rental service for men with a monthly fee

Casual Plan 7,800 yen /month (ex.tax)	·Stylists propose two outfits with three tops and one bottom ·Rent clothes once a month (*Two rentals are available during the first month)
Jacket&Pants Plan 13,800 yen /month (ex.tax)	·Stylists propose two outfits with one jacket, two tops, and one bottom ·Rent clothes once a month (*Two rentals are available during the first month)

Storage — Storage service with easy removal, depositing, and management via PC and smartphone

Sumally Pocket
Users can freely choose storage boxes, with plans offered that include removal and fee at up to 30% discount.

Up to 20% off	Up to 30% off
3 box plan	**6 box plan**
1,000 yen per month (before tax)	1,800 yen per month (before tax)
3 box storage (normally 1,050 yen per month*1)	6 box storage (normally 2,100 yen per month*3)
With 3 removals a year (normally 2,940 yen per year*2)	With 6 removals a year (normally 5,880 yen per year*4)

*1, 2, 3, 4 Based on fees when using the economy large box plan.

New business partners and services coming soon!

Release of Apartment kit for Owner

Property management app for apartment owners

1. View properties

Check the status of properties at any time on dedicated screen for property owners.

Users can check the status of properties at a glance and confirm occupancy rates as well as the number of visitors to vacant room websites.



2. Chat

Discuss any issues via chat.

Users can communicate with management companies via chat. Feel free to discuss any issues, from matters related to residents, to how to determine rent.



3. Check the market

Utilize data as material for management decisions

Users can view local rent levels, crime rates, population density, local facilities, and other data on the app. Use it when setting rents, and as material to consider when making decisions about rental management.



4. Find residents

Simple flow that makes finding residents easy.

Minimize communication with management companies and perform all necessary communication via the app. Users can find residents efficiently by significantly shortening the time until the next resident moves in.



Screen notifying moving out (push notification)

Screen to start advertising for residents

Completion screen

Overview screen

5. Management function

Paperless function making document management simple.

Users can manage all required documents on the app, from payment statements, contracts, repair history, to tax returns. It is paperless, so there is no worry about losing or forgetting to compile documents.





for Owner

Providing an app that gives owners full control, from resident search to overall management

Develop an owner solution app leveraging the accumulated database of TATERU business



App screen designed for owners

Apartment ikit by Robot Home

Owner

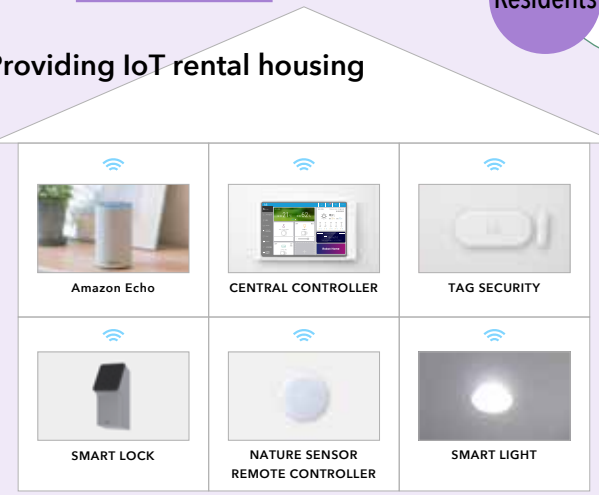
Residents

Management company

for Customer

Providing IoT rental housing





for Property Management

Accelerating communication with owners Providing management tools





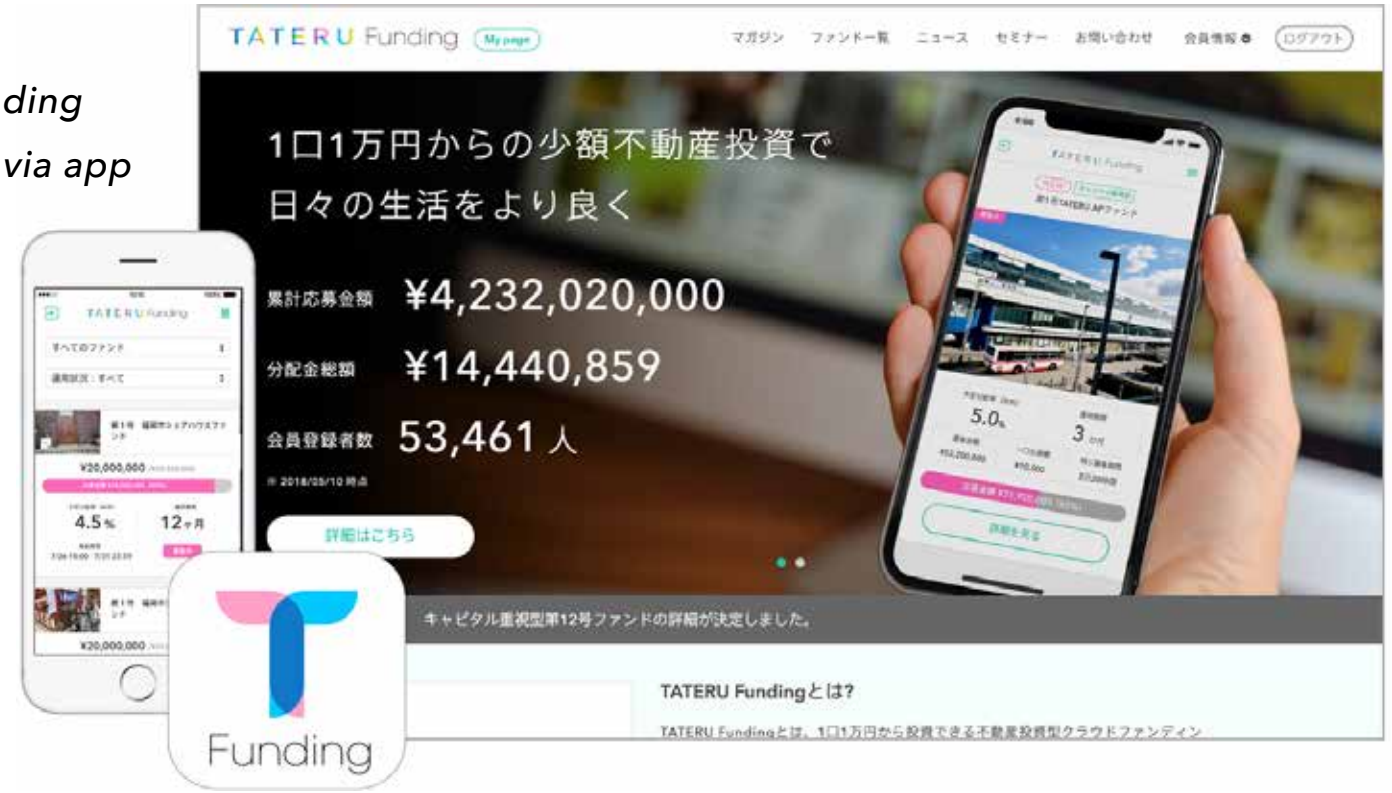
Management screen designed for management companies

Crowdfunding business

TATERU Funding

exceed 40,000 members

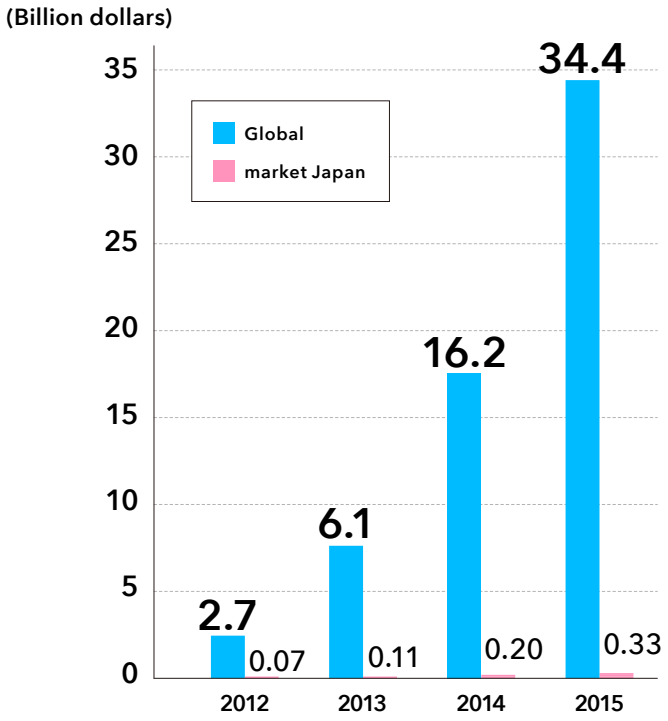
Real estate investment-type crowdfunding starting from 10,000 yen per account via app



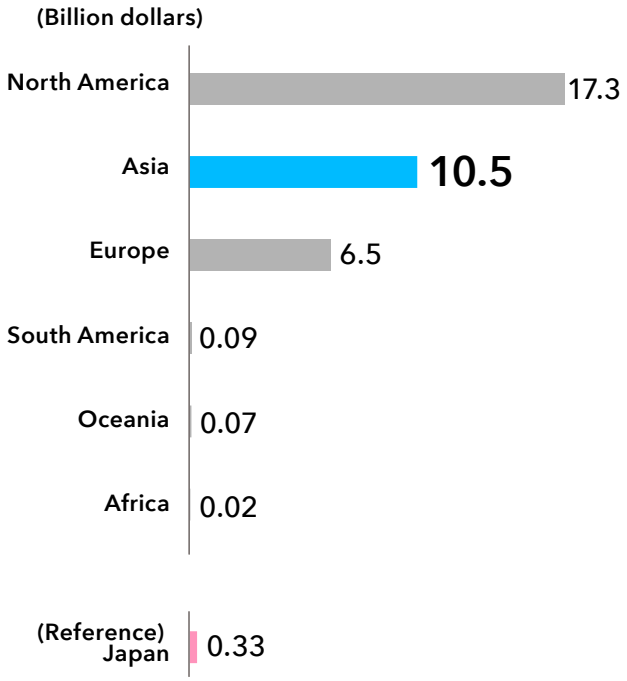
- Investment starting from 10,000 yen per account
- Application/cancellation procedures are free of charge
- Annual yield is 3%-5%

Global crowdfunding market size

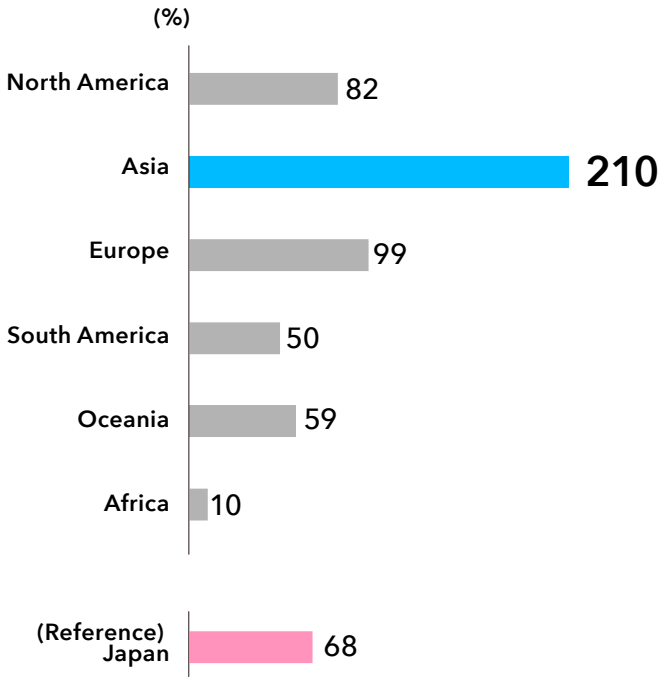
Trends in global crowdfunding market size



Regional market size

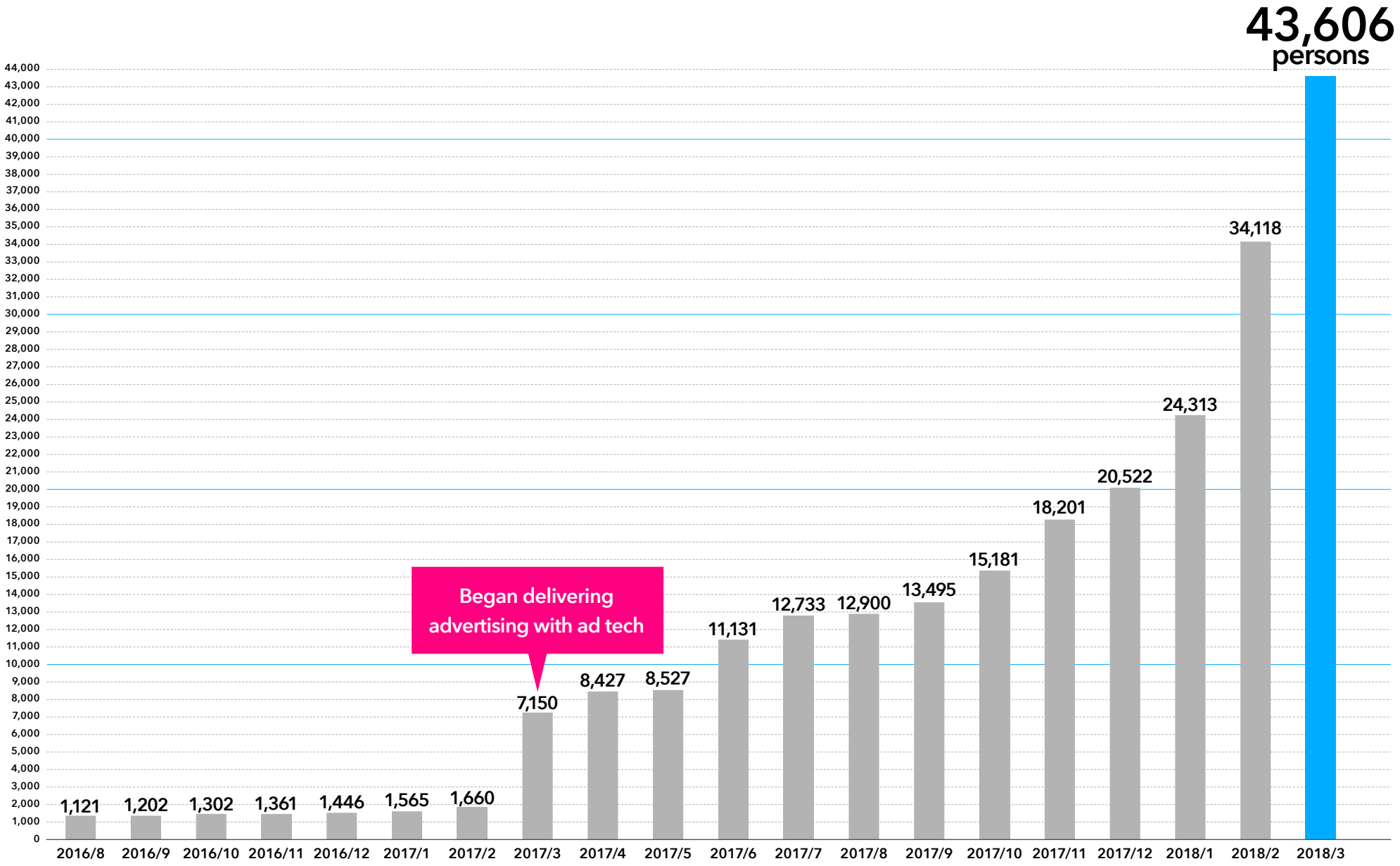


Growth rates (YoY)



* As of 2015 *Japanese market size calculated with an exchange rate of 1 USD = 110 JPY
* Created based on the "2015CF Crowdfunding Industry Report," Yano Research Institute, Statista, and Massolution/Crowdsourcing.org

Trends in membership since start of operation



Synergies with the TATERU Apartment business

Retention of new customers and strategy to enable cross-selling to "TATERU Apartment"

Supporting apartment management entrepreneurship

TATERU Funding MARKET

Inflow to "TATERU Apartment"

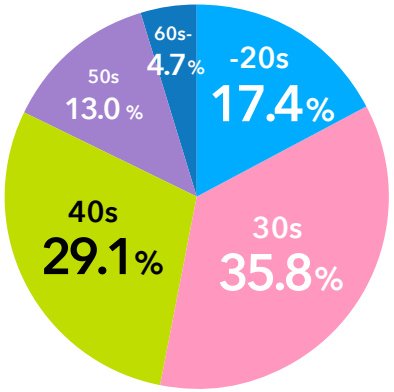
Sales of 15 blocks in TATERU Apartment
Sales of 990 million yen

TATERU Apartment

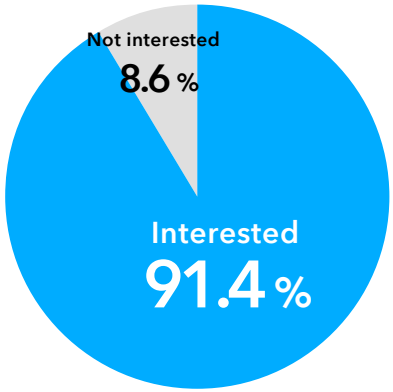
- TATERU Funding to initiate TATERU Apartment management entrepreneurship
- Cultivating new customer base starting from the approachable amount of 10,000 yen per account
- Crowdfunding, a new choice that utilizes IT

Applicants ratio

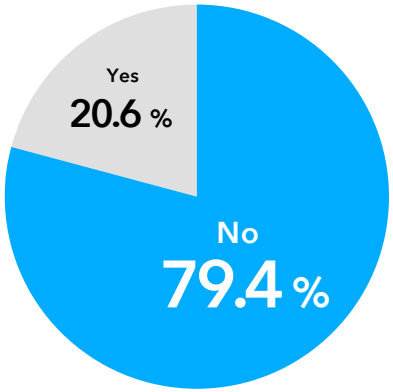
Age



Real estate investment



Experience in real estate investment



as of March 31, 2018

Application of all 24 funds with the total amount of 1,436.40 million yen was completed

(as of April 10, 2018)



Fund No.1 **Redeemed**

Application of **44.80** million yen was completed in approx. **20** minutes



Fund No.2 **Redeemed**

Application of **42.70** million yen was completed in approx. **1** minutes



Fund No.3 **Redeemed**

Application of **153.90** million yen



Fund No.4 **Redeemed**

Application of **272.30** million yen



Fund No.5 **Redeemed**

Application of **415.30** million yen



Fund No.6 **Redeemed**

Application of **338.70** million yen



Fund No.7 **Redeemed**

Application of **146.72** million yen



Fund No.8 **Redeemed**

Application of **71.88** million yen



Fund No.9 **Redeemed**

Application of **208.08** million yen



Fund No.10 **Redeemed**

Application of **320.60** million yen



Fund No.11 **Redeemed**

Application of **369.53** million yen



Capital-oriented type Fund No.1 **Redeemed**

Application of **222.14** million yen



Capital-oriented type Fund No.2 **Redeemed**

Application of **225.87** million yen



Capital-oriented type Fund No.3 **Redeemed**

Application of **216.73** million yen



Capital-oriented type Fund No.4 **Redeemed**

Application of **224.27** million yen



Capital-oriented type Fund No.5 **In service**

Application of **60.20** million yen



Capital-oriented type Fund No.6 **In service**

Application of **51.10** million yen



Capital-oriented type Fund No.7 **In service**

Application of **105.00** million yen



Capital-oriented type Fund No.8 **In service**

Application of **57.40** million yen



Capital-oriented type Fund No.9 **In service**

Application of **108.50** million yen



Capital-oriented type Fund No.10 **Service commenced on April 1, 2018**

Application of **74.90** million yen



Capital-oriented type Fund No.11 **Service commenced on April 1, 2018**

Application of **58.80** million yen



Capital-oriented type Fund No.12 **Service commenced on May 1, 2018**

Application of **85.40** million yen



Capital-oriented type Fund No.13 **Service commenced on May 1, 2018**

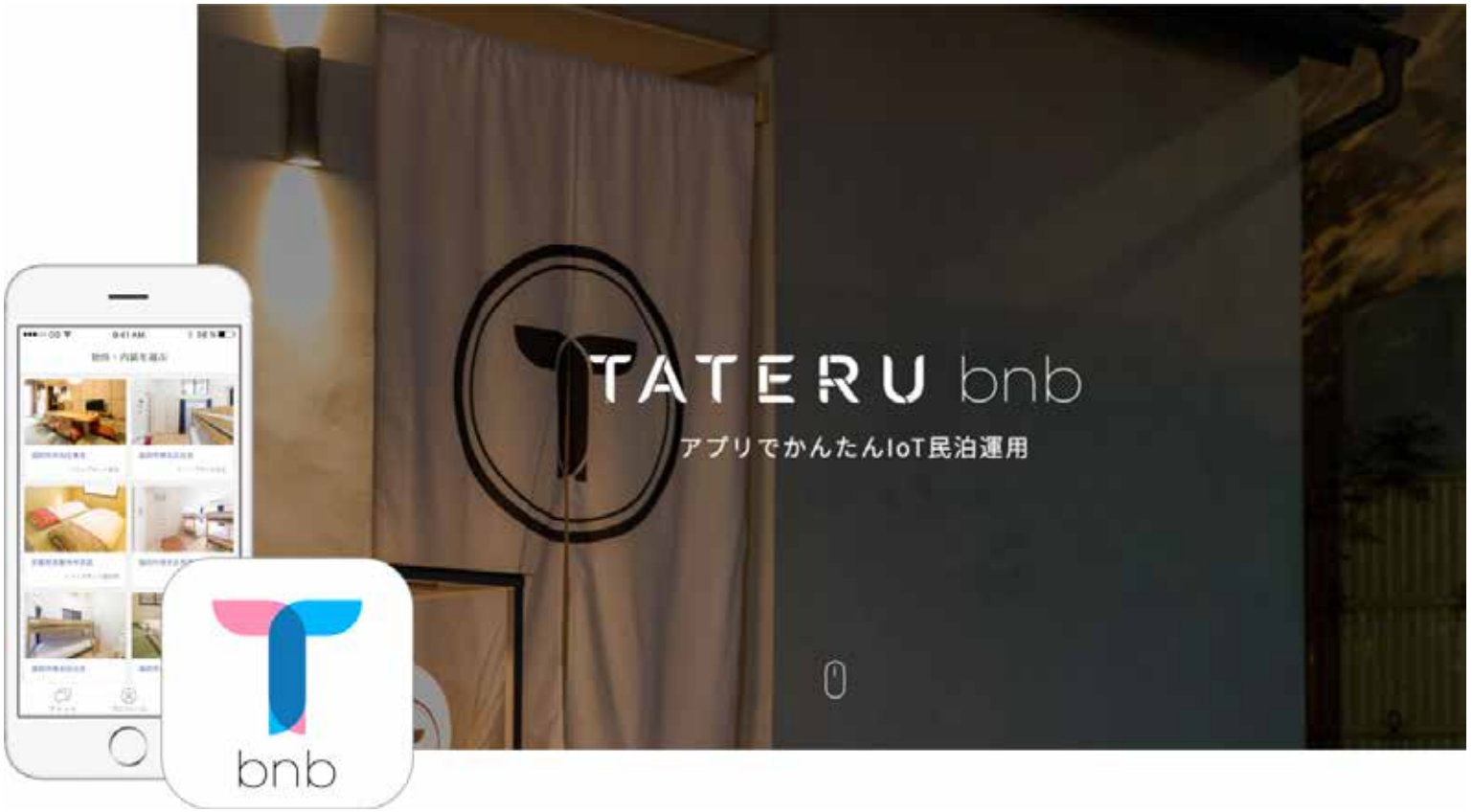
Application of **49.70** million yen

[Funds No. 1 to 2] ・・・ First-come, first-served basis starting from 100,000 yen/account [Funds No. 3 to 6] ・・・ Lottery basis starting from 100,000 yen/account [Funds No. 7 to 11] ・・・ Lottery basis; Conditions were changed to start from 10,000 yen/account
[Capital-oriented type fund No. 1 and thereafter] ・・・ Capital-oriented; lottery basis [Capital-oriented type Fund No. 5 and thereafter] ・・・ Capital-oriented; first-come, first-served basis.

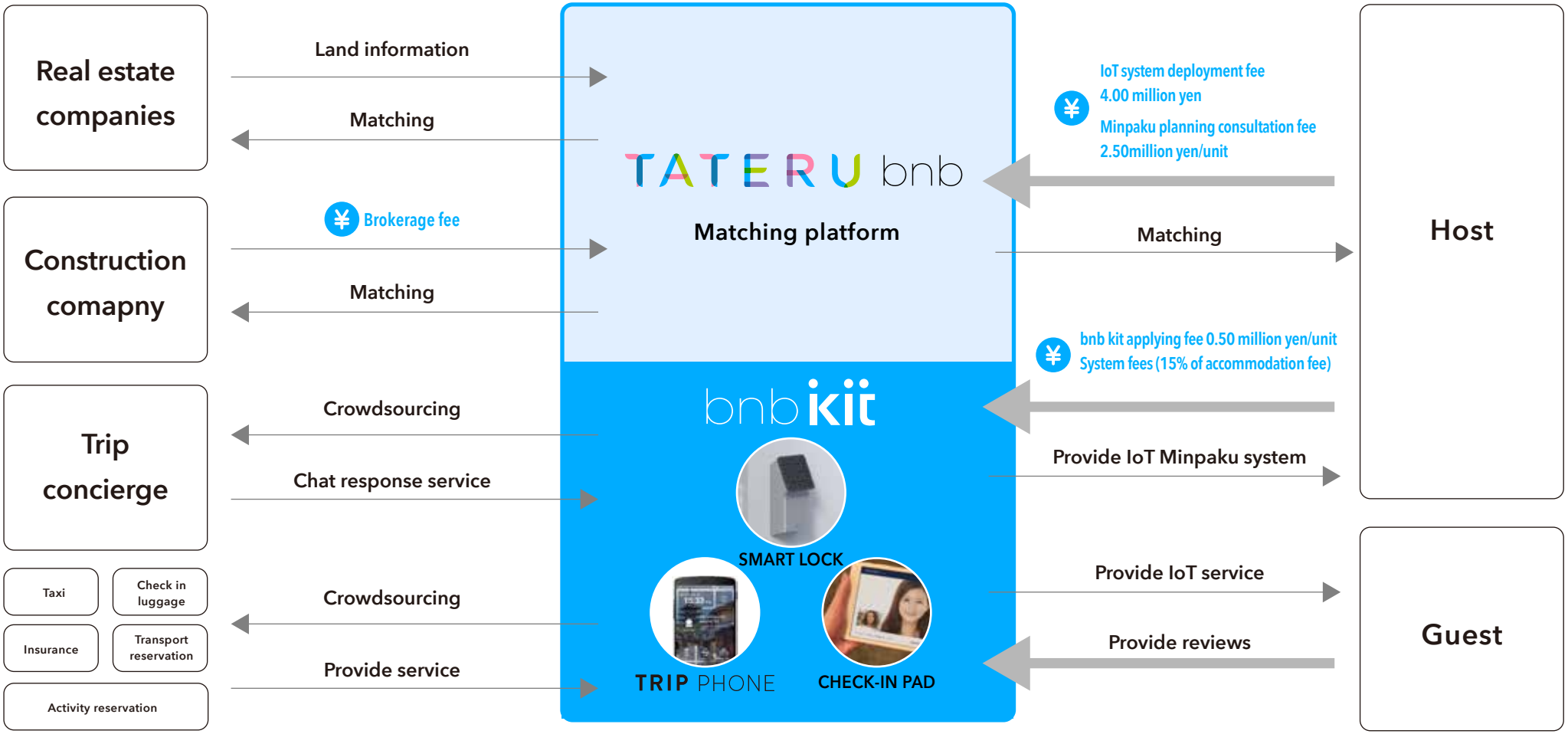
Minpaku business

TATERU bnb

Introducing IoT Minpaku Operation



IoT Minpaku matching platform



Deregulation of Hotel Business Act

Publication of Order of Enforcement and Enforcement Regulations
and notice was issued according to the revision of Hotel Business Act on Wednesday January 31 2018

Go into effect from June 2018

Content of the change to become the point

- **Abolition of reception**
- **Check-in is available by ICT without any face-to-face contact**
- **Management offices are located within 10 minutes distance from each accommodation.**

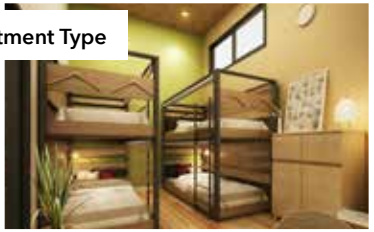
=Substantially unmanned management available

Operating precedently in the “Hakata and Tenjin area” which is center part of Fukuoka and is under Deregulation of Hotel Business Act



Construction example of Apartment Type







・・・ Apartment Type (Under construction)



No.1
TRIP POD FUKUOKA -snack & bed-



No.2
TATERU bnb HARUYOSHI -machiya-



No.3
TATERU bnb MINOSHIMA -room-



No.4
TATERU bnb SUMIYOSHI -room-



No.5
TATERU bnb TAKASAGO B



No.6
TATERU bnb YOSHIZUKA



No.7
TATERU bnb KOMONDO-MACHI



No.8
TATERU bnb OMIYA



No.9
TATERU bnb TUSHIMASHOJI



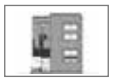
No.10
TATERU bnb TAKASAGO A



No.11
TATERU bnb SHIMOGOFUKU-MACHI



No.12
TATERU bnb SUMIYOSHI A



No.13
TATERU bnb SUMIYOSHI B



No.14
TATERU bnb SUMIYOSHI C



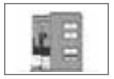
No.15
TATERU bnb CHIYO



No.16
TATERU bnb YOSHIZUKA II



No.17
TATERU bnb HIGASHI-HIE



No.18
TATERU bnb MINOSHIMA

IoT Minpaku system provided with bnb kit

bnb kit



SMART LOCK(*1)

You can unlock easily, conveniently with those 4 ways. (*2)

- Smartphone App
- Public transportation-related IC cards
- Numeric keypad
- Conventional keys

(*1) The above SMART LOCK image is a prototype under development and its design differs from currently installed devices.

(*2) Guests can unlock by the key number (key pad) issued when making reservation



CHECK-IN PAD

CHECK-IN PAD is available in multiple languages (Japanese, English, Chinese (Both traditional and simplified), Korean) and guest can check-in from CHECK-IN PAD. It provides check-in function needed for minpaku operation such as guest data recording when check in, acquisition of password information, key issuing, identification function.

*Identification function differs depending on the local regulation of each property



TRIP PHONE

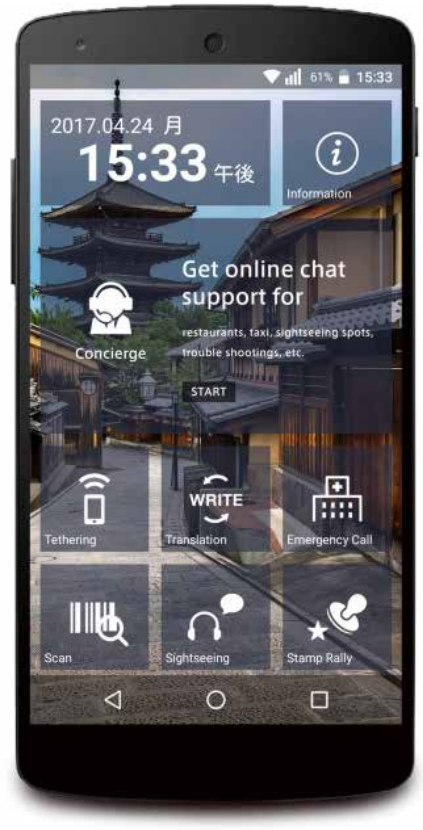
During the stay guest can rental IoT device TRIP PHONE, which provides trip concierge service for free. Trip concierge offers meticulous response to various request during stay such as introduction and reservation of popular restaurant around the facility, transportation guidance, taxi reservation. Moreover, by analyzing chat data and action history, you can grasp needs of guests and it enables efficient minpaku operation.

Utilizing the “TRIP PHONE” IoT device

CONNECT FOR JAPAN EXPERIENCE

TRIP PHONE

- Smartphone designed for foreign tourists -



TRIP Concierge

AI and human concierge combination offers meticulous response to various requests of tourists.

On a 24-hour basis Supports Japanese, English, Chinese, and Korean (Simplified characters,Traditional Chinese)

Tethering

TRIP PHONE provides Internet connectivity anytime, anywhere for tourists’ smartphones and computers.

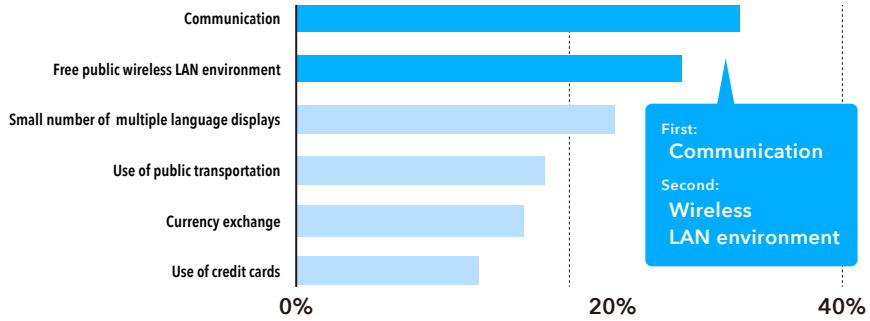
Translation

Translate 31 foreign languages via handwriting or sound.

Guide

GPS-connected audio guide system introduces a town’s popular spots as if listening to a museum audio guide.

“Troubles while traveling” for foreign tourists



Evaluation of accommodation where “TRIP PHONE” is available

>> Selected as the best accommodation on Booking.com!

Word of mouth among foreign tourists

I could use a smartphone with free Wi-Fi, and I could find (check) all information though this was my first trip. Additionally, concierges replied to my inquiries on a 24-hour basis, and I could enjoy my stay to my heart’s content!



Revenue and expense simulation for accommodation facilities







*Construction example of Apartment Type

Reference price of property

101.50 million yen

Land 53.00 million yen / Property 27.00 million yen /
Minpaku planning consultation fee 10.00 million yen /
bnb kit applying fee 2.00 million yen / PMS deployment fee, Site controllers system connection fee 4.00 million yen / Furniture and home appliances fee 5.00 million yen / Interior coordinate fee 500 thousand yen

Room charge	Average occupancy rate	Accommodation structure
¥13,000	75%(*1)	4 units / 1 building

Owner's revenue and expenses

Annual sales	¥14,235,000
Annual operating expenses	(¥8,186,700)(*2)
Annual profit	¥6,048,300
Yield on investment	5.9%

The Company's sales

IoT Minpaku system fee
=15% of sales

¥2,135,250
(included in operating expenses)

(*1) Occupancy rate of 75% is not guaranteed

(*2) The breakdown is commission (15% of revenue) plus actual operating expenses such as utilities, linen, cleaning, and personnel (subject to change)

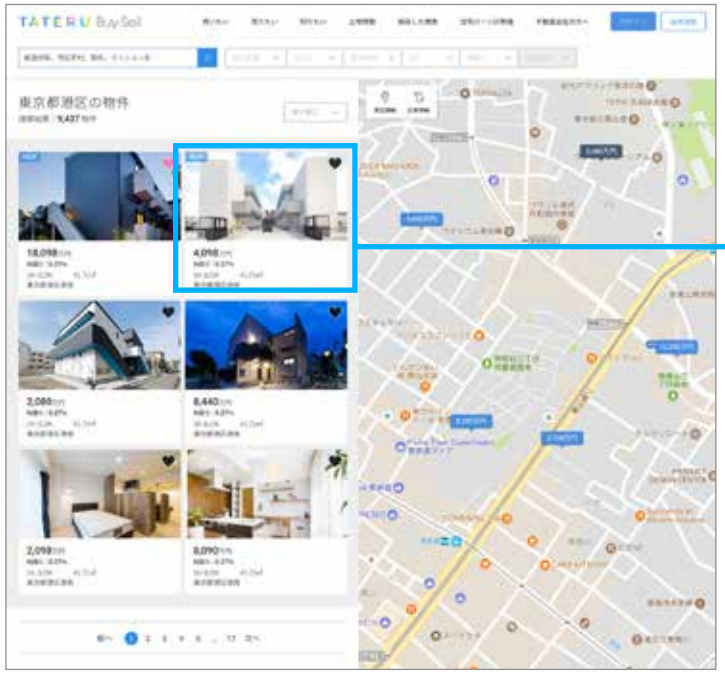
Real estate portal site "TATERU Buy-Sell" is opened

TATERU Buy-Sell

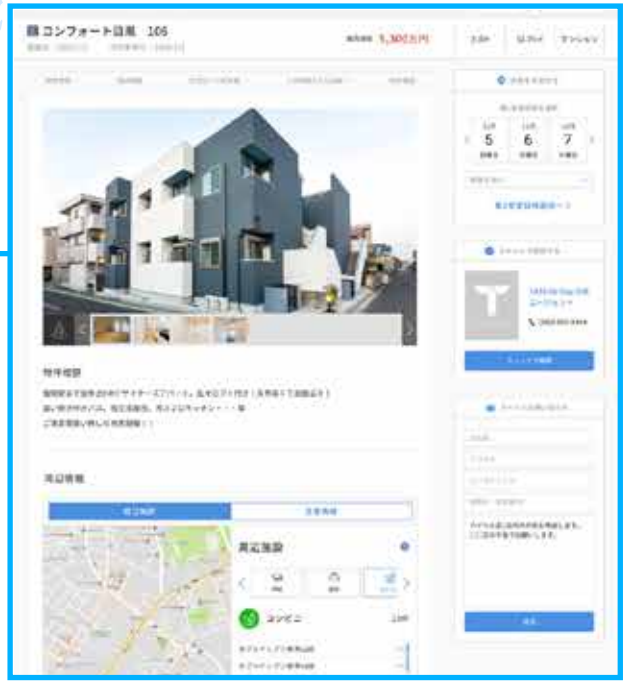


It is *free* to be listed on Real estate portal site "TATERU Buy-Sell"
And planning to expand its business *throughout Japan*
regarding agents and property data listed on.
The contents *for real estate agent* will be open
in August 2018.

Property search screen



Detailed screen 01 (details of the property)



Detailed screen 02 (peripheral information screen)



*Some of them are under development

TATERU Ventures

Expanding market share in real estate tech
Increase business growth speed and keep seeking for the next innovation

Investee companies list

Listed on the Mothers section of the Tokyo Stock Exchange

Global Link Management Inc.
Operates development, sale, and management businesses for apartments held for investment purposes within 30 minutes of the Yamanote Line in Tokyo. In the future, intends to utilize IT to roll out the Tokyo model globally.

Uhuru Corporation
Engages in business cocreation based on IoT with its mainstay "enebular" IoT orchestration service, which connects edge device data and the cloud.

Secual, Inc.
Develops, manufactures, and sells smart security products, while also providing relevant management services.

TRASTA inc.
Integrator of hotel and IT services, providing a smart hostel business that caters to a wide variety of needs including overseas tourists.

ietty Co., Ltd.
Operates and develops the ietty "sought after" rental property matching website, a rental property recommendation platform.

GA technologies Co., Ltd.
Operates the "Renosy" integrated platform for used real estate, which utilizes AI. Covers a wide range, from the sale of real estate for actual use or income, to renovation services.

MANSION MARKET inc.
Operates one of the largest apartment sales/rental information websites in Japan, and also provides information concerning property market rates (asset value), historic transaction prices, etc.

DIGISURF, Inc.
Realizes profit generation and customer traffic for idle properties with the goal of bringing more comfort to leisure.

ATSUMARU Co., Ltd.
Develops a platform to create customer traffic utilizing big data and artificial intelligence.

Total 9 companies; presently 1 IPO

Disclaimer regarding forward-looking statements

The materials and information presented in this release include “forward-looking statements.” These statements are based on expectations, forecasts, and assumptions that are subject to risks at the time of release, and include uncertainties that may cause outcomes to differ in substance from these statements.

These risks and uncertainties include industries in general, market conditions, and general domestic and international economic conditions such as interest rate and foreign exchange fluctuations.

TATERU undertakes no obligation to update or revise the “forward-looking statements” included in this release, even in the event of new information, future events, or other circumstances.